

PRODUCTS

■ EDITOR'S PICK

JVC Shifts into '4K' for Unbeatable Image

By Grant Clauser

OVER THE PAST COUPLE OF YEARS I've heard from many installers that moved from other brands to JVC projectors. They rave about the high performance for the relatively moderate price, which JVC achieves using DILA technology instead of DLP or LCD.

I evaluated the DLA X70R, and in this series JVC introduced a technology called eShift which produces a 4K-ish picture. It's not exactly 4K though, and I wish the company wouldn't refer to it as that because I worry it just adds confusion, but the onscreen results are exceptional so I'll give JVC a pass.

Essentially, the projector uses three 1080p DILA chips, the same as any DILA model, but the added eShift trick shifts the pixels a smidgeon and fires them twice to achieve an onscreen resolution of 3840 x 2160, effectively doubling the usual full HD 1920 x 1080.

OK, it's a trick, but the trick works and creates a smoother picture with virtually no space between the pixels. I walked right up to the screen and still found it difficult to discern any pixel gap. That lets you get closer, and closer is good.

I used the X70 (JVC offers the corresponding RS55U in its custom pro line) with a 120-inch Seymour Screen Excellence Enlightor 4K screen. This acoustically transparent screen is constructed of such an invisible micro weave that you need to put your nose on it to see the texture. I could pull my seat two feet closer from where I normally sit with my DLP projector, for a more immersive experience.

Setup was simple, thanks to a well-organized menu with easy-to-operate controls. It's a THX-certified unit and offers a lot of customization to the picture settings. It features electronic zoom and vertical and horizontal lens shift. You can save three lens memories, which is especially nice if you use a 2.35:1 screen and like to switch between that and 16:9 at a constant height without an anamorphic lens.

As a DILA projector, it produced very solid blacks. During



all the dark arts business of the last Harry Potter film, blacks and colors looked great side by side. The deep blacks also contributed to a wonderful sense of depth that produced the 3D effect we love in a big screen.

The X70 is an active-shutter 3D projector. While the projector does a good job of displaying 3D, it seemed to introduce a bit more cross-talky jitter to the picture than some other 3D models I've used. The picture does noticeably dim when you put the 3D glasses on even though the projector itself brightens into high lamp mode.

Details and color saturation looks great in both 2D and 3D. In all video and test patterns I threw at it, the picture was smooth and vibrant. Also, the unit will create 3D out of any 2D you feed it, and in this it does a very good job of adding extra depth appeal.

Ultimately, whether this projector is actually 4K or not isn't really important now. You'd be hard pressed to get anything near this performance for the \$8K list price. Sony's true 4K projector is \$25,000, and there's still the issue of there being no 4K material. JVC creates an exceptional picture that delivers plenty of flexibility at a reasonable price, which explains why so many pros are using it now.

MSRP \$7,999, www.jvc.com